HOW THE SUN LIFE MADE THIRTY-EIGHT MILLIONS PROFIT IN THE YEAR 1927

Participating Policyholders Receive Ninety-Five Per Cent. of Profits-Dividends to Policyholders Again Increased -Company Seeks Legislation to Maintain Canadian Control

Montreal.-The phenomenal record of the Sun Life Assurance Company was 6.07 per cent; in 1923 it was 6.20 is an inspiration to all Canadians. Its income of \$102,000,000 is already per cent; in 1924, 6.38 per cent; in equal to the total revenue of the Government of Canada in the year 1925, 6.41 per cent; in 1926, 6.69 per 1910, and \$38,000,000 is certainly an amazing sum to have earned as profit in cent; and in 1927, if we were to use one year. Not many corporations anywhere can report such figures. The the same basis of calculation as in Jesus had to declare that what the President's intimate, practical comments at the annual meeting explaining how previous years, the rate would be 6.81 Pharisees and other religious Jews these huge profits were made were illuminating.

Of even greater moment, however, were his statements regarding the to show such a high rate, and as we God was not God's will at all, but only danger that this great Canadian institution may pass from Canadian control. Some months ago, Mr. Macaulay referred to the activity of Wall Street in the buying of Sun Life stock, and cautioned policyholders and shareholders of the against our interest earnings for in- tom. The Pharisees in their study of menace it involved to an institution which was founded and developed by vestment expenses, you will note that the Bible had built up an elaborate Canadians and which has obtained its phenomenal growth under Canadian we are quoting only the net rate, 6.47 system of rules and regulations which management. Subsequent events have justified these misgivings, and at the per cent, after deducting that invest- was known as "the tradition of the meeting the first public intimation was given that the Sun Life directors ment expense. The falling rate of elders." The object of it was to bring are seeking legislation at the present session of Parliament which is intended interest has no terrors for us. to effectively forestall this danger.

Canadian In Character.

In concluding his address to the shareholders and policyholders the President made the following reference to the matter:-

"There is but one cloud on our hori zon. Our very prosperity has created a remarkable demand for our capital stock. We desire to ensure that this great company shall always remain strictly Canadian in its control and in tion. A bill which we have introduced into Parliament will be submitted for your approval. If it be passed, it will give us the protection we so much need, and I know we can throughout the country."

of the measure in question. How important and how vital to Canadians are the interests at stake is disclosed in the report submitted to the annual meeting of the Company.

In moving the adoption of the re-

port, President Macaulay said: the main features:-

Profits.

The new assurances completed amounted to \$328,000,000, an increase of over \$62,500,000.

"The amount in force at the close

years ago, which had been accumu- ing branch, the policyholders get guarding the future of the Company, they teach are man-made rules."

hardly reasonable to assume that our demptions, and as a result we have tors were added at the meeting—Hon. your human tradition. earnings of future years will continue the \$5,000,000 of realized profit. on such a tremendous scale, and we High Interest Rate Earned, With and C. B. McNaught. have therefore set aside a large part of this sum to provide for future con-

Precautions to Maintain the Company | contingencies, raising that fund to \$12,500,000; \$500,000 to provide for possible greater longevity of annuitants, raising that item to \$2,000,000; and \$1,300,000 to increase our reserves on tropical business; besides writing off another \$1,000,000 on our

Head Office and other buildings. fits accrued on policies.

amounts, we have added \$11,000,000 yet to come, and that promised future heart. to our undivided surplus, raising that is now unrolling itself before our So we find Jesus condemning the sum from \$34,000,000 to \$45,000,000. eyes in all its greatness and strength. so-called tradition, and calling men Scale of Profits Increased for

Eighth Successive Year.

rely on the whole-hearted sympathy will be received with the greatest enand support, not only of our stock- thusiasm is that for the eighth conholders and policyholders here pre- secutive year we have increased the sent, but of our army of policyholders scale of profit payments to our policyholders. The basis of distribution The meeting unanimously approved for 1928 will call for nearly \$900,000 years, and we are to-day growing more than would the basis of last

Profits of Policyholders Unexcelled in the world.

"We can already say that in profitableness to our policyholders, we are You gentlemen have become so ac- not excelled by any life company in customed to our presenting every the world; but we are not satisfied ing of our progress: - "Yes, life as- to be a teacher sent from God. If he arms and there are two useful patch as soon as the shoots are up a couple of this assistance. Great Britain puts year a statement surpassing all pre- and will not be satisfied until we can surance is growing wonderfully.' So were truly a man of God, he would pockets. Unbleached muslin, gingham, of inches and should be continued at up most of the money. In the view of vious records that you come prepared make an even stronger statement it is; but the Sun Life is not content of religious require. Chambray, cretonne or percale are intervals of a week as long as the the railway leaders we are off on the to hear another report of that des- than that. Years ago, I told our field to grow only at the rate of life assur. ous omissions of religious requirecription. I am quite sure, however, force that we hoped to be able to an. ance generally. Statistics now avail- ments. that not one of you, in his most op- nounce an increase in our profit scale able indicate that in 1927 the aggre- is writing for Roman Christians who introduced in the binding, as illus- filled in with fine soil or sand but not the sideline—the mere routine of imtimistic mood, expected a report so for ten consecutive years. We have gate new business of all the com- do not know the customs of the Jews, trated. No. 1710 is in sizes 36, 40 and more than half an inch should be put migration work. The big effort, with favourable as that which you now maintained that record for eight panies operating in the United States explains here the nature of the Phari- 44 inches bust. Size 40 requires 2% on at one time. There should be no several times our present expendihave. Our record for 1927 is indeed years, but the ninth and tenth years exceeded the total for 1926 by only saic requirements. Insisting on "the yards 32 or 36-inch material. Price unnecessary tramping over the new ture backing it up, should be bringing a remarkable one. Let me touch on have yet to come, and their story has one per cent and in Canada by seven tradition handed down from the eld- 20c the pattern. yet to be told. Our huge undivided | per cent. But the new business of ers," the Pharisees said that every Remarkable Growth, Strength and surplus and our great contingency the Sun Life of Canada shows an in- pious Jew must pour water on his funds are the best guarantee our crease of twenty-three per cent. We hands and lave them up to the wrist policyholders can have as to their set our own pace. Our prosperity before sitting down to food. He must future dividends.

Wise Investment Policy. of the year had risen to \$1,437,000,000, "You ask how we are able to make before us will, I am convinced, be ly, the Pharisees charge Jesus with reand at the present moment is well these huge profits. The \$38,000,000 more wonderful than anything we can jecting the tradition of the elders. earned may be divided as coming ap now imagine. And it is indeed a hap Vs. 6, 8 Jesus' answer to the Phari-\$23,300,000. To me, this is very im- Company, \$5,000,000 from profits act- mean increased service to humanity, lustration of what Isaiah condemned laide St., Toronto. Patterns sent by Boston ivy, Virginia creeper, Dutch- based upon the happy thought of the pressive. Not only has this item ually realized by the redemption or and service at steadily lowering cost when, speaking for God to Israel, he return mail. passed the one hundred million mark, sale of securities and \$19,000,000 from to our policyholders." what was our total income but eight all the profits made in the participat- by his reference to the need of safe-

these wonderful figures is the amount earned as profit—\$38,000,000. How great this figure is may be judged from the fact that the earnings of the the fact that the fact from the fact that the earnings of the cause the market value may have E. Neill, Carl Riordon, John W. Ross, God's sight if the heart were black or previous year, in which we so re- risen to a high figure. We have, how- His Honour James C. Tory, Hon. impure. "You set aside God's com-

No Arrears.

"Even the normal earnings of a life company depend very largely on A Great Surplus and Contingency the rate of interest it can obtain on its investments. The current rate of "Our securities have been valued on interest has been steadily dropping a very conservative basis, but from for years, and there is every indicaeven these moderate values we have tion that it will continue to drop-for set aside another \$5,000,00 to provide how long we cannot tell. The outfor market fluctuations, making the look for investors in bonds and morttotal deduction under this heading gages is not encouraging. That fact banded together, 200,000 of them, to from this responsibility any man who I wish I were dead." Nowadays, a We have also set aside the followlisted many large groups of the bainlest, most experienced, most energy further \$1,500,000 for unforeseen a further \$1,500,000 for unforeseen groups of the bainlest, most experienced, most energiance of the bainlest and many large groups of the bainlest, most experienced, most energiance of the bainlest and many large groups of the bainlest, most experienced, most energiance of the bainlest and many large groups of the bainlest and m "A further \$1,500,000 for unforeseen getic and most successful men on the a blood-red field.

continent to work for us to maintain our co-operation by becoming stockholders in the outstanding basic corporations of the country, so that we share in all the profits that they make. The dividends which we receive on our stock holdings are already two millions more than were payable on the same stocks when we bought them. Our interest account, of course, includes also our dividend receipts, and our record is illuminating. In 1921 the average rate earned by us per cent. We, however, do not wish considered to be the undoubted will of always make a charge of 5 per cent a human ordinance or established cus-

be judged by the fact that not one strued the meaning of religion. Thus dollar of interest or dividend on any in the matter of purity they laid all bond, preferred or common stock the stress upon ceremonial washings listed in our assets as in arrears for before and after meals, and whoever even one day.

Busines Doubled in Four Years.

fies enthusiasm, but we must always a high "fence of the Law" round the "We have distributed \$11,100,000 in look on the present as a mere vantage whole of Jewish life. But Jesus saw profits to our policyholders, and have ground from which to plan for the that in this zeal for outward or lealso set aside \$6,200,000 to cover pro- future. What is that future to be? vitical purity they were emphasizing Year after year we have been con-"After providing for all these fidently predicting the glorious future everything else in a pure, sincere But what of to-day's future? I have back to a purer sense of God's moral just been reading my own remarks of demands, justice, righteousness, mercy "The announcement, however, that two years ago, and already the figures and truth. In this he resembled of which we were then so proud look though he far surpassed, the prophets. small and outgrown. We have doub. He possessed an inward knowledge of led in size now every five and a half God's will, and he asked men not to our last doubling has taken only four more rapidly than ever before in our history. I predict that the figures of a number of scribes, complain that two years hence will make even the Jesus permits certain ungodly laxities figures of to-day look small and out- among his disciples. He does not ingrown in their turn.

Sun Life Sets Its Own Pace. and popularity, and the enthusiastic also wash and purify everything that Price of the book 10c the copy. support of our six hundred thousand comes from the market; and cups, Large Dividends the Result of a policyholders, make our growth both crocks, pots, and other utensils used

as above quoted. L. A. Taschereau, Ross H. McMaster Vs. 9-12. Another striking illus-

Why the red stag should cast itts was anything that God commanded, it have not discovered. They only know their parents, as required in the fifth never goes there. the purpose of growing them-the commandment. And if this commandguarding of the family herd of hinds ment meant anything at all, it meant from stray rivals.

causes us no anxiety. We have en- compel social recognition that there said that his property was "Corban," man goes out and gets rousingly "It is still possible for a girl to turn

Sunday School Lesson

18. Lesson XII. - Jesus Teaches Sincerity,-Mark 7: 1-13. Golden Text-Keep thy heart with issues of life.-Prov. 4: 23.

HUMAN TRADITION AS OPPOSED TO THE DIVINE WILL.

INTRODUCTION - Again and again tiest details, under the control of re-"The quality of our securities may ligious principle. But they miscondid not conform to these was condemned as an irreligious person. Thus, the Pharisees wished to separate Is-The position we have attained justi- rael from all other peoples, to build the wrong thing. They were forget-

> They could only serve and love God if their hearts were right in his sight Vs. 1, 2. The Pharisees, joined by

sist on the scrupulous performance of the due washings or lustrations be-

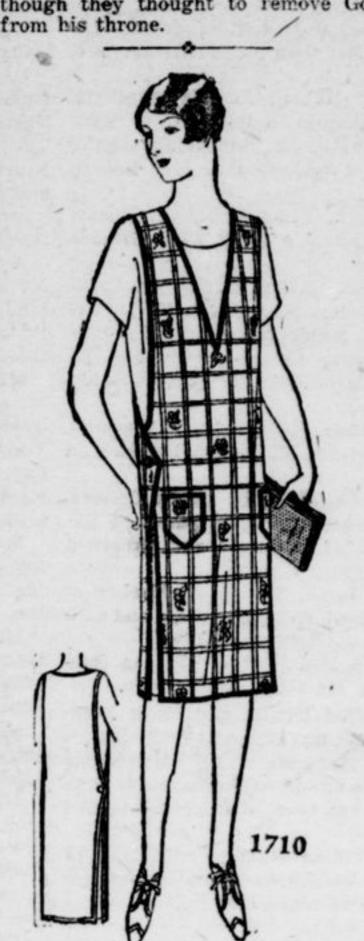
rapid and certain. The future still in the house must all be ceremonially ly, giving number and size of such Annual climbers such as wild hops, crushing burden of taxation upon The income exceeded \$102,000,000, proximately \$14,000,000 from the re- py thought that all that growth in size sees is that this insistence on the traan increase over the previous year of gular life assurance operations of the and all that growth in prosperity dition of the elders supplies a fine il- Wilson Pattern Service, 73 West Ade- flowers. For a more permanent job, forms of taxation, which appear to be

> said: "This people (of Israel), honor me futile, since the doctrines which Jesus condemns the tradition as a

> tration of the same blind rejection of God's undoubted will in favor of merely human customs follows. If there

to be considered so binding that he must not use any part of these possessions even to save his father or his mother from destitution Jesus pronounced this a fine illustration of honoring the tradition at the expense of God's holy will. V. 13. Hence, Jesus, summing up,

says that the Pharisees actually abrogate the will of God in order to uphold their tradition. So concerned are that they look without compunction on out after a new house is built or at all diligence; for out of it are the the defrauding of helpless parents in ter extensive re-adjustments have their old age. The Master points out taken place in the grounds about the that such hypocrisy amounts to the home is that of making a lawn. The repealing of God's Word. It is as soil must be put in good condition as though they thought to remove God



The smart apron shown here is cut the shower. Cutting should commence farmers for prepared farms and asfore and after meals. The object of in one piece and has a V-shaped neck, with a very sharp mower-a dull ma- sist them to get started. Compara-"People sometimes say when speak- this charge is to discredit Jesus' claim The back laps over the front under the chine will pull out the tender grass- tively speaking, Canada renders little suitable materials for fashioning this lawn keeps growing. Hollows that wrong foot. Bringing in farm work-Vs. 3, 5. The evangelist Mark, who apron, and a note of contrast may be appear after sowing can be gradually ers for the available jobs should be

> Our Fashion Book, illustrating the start. newest and most practical style, will be of interest to the home dressmaker.

HOW TO ORDER PATTERNS.

Jail "William Tell."

Cleveland. - Ex-patrolman Henry and in addition provide shade and it a tax of one dollar per finger. Frischkorn has something on William food for the poultry. The scarlet runeffort. A mis company with a total "I would not have you suppose that The Board of Directors of the Sun man-made system, not the authentic Tell. He must spend four months in ner beans in addition to being beautiincome no greater than our increase we ever speculate. We do not. We, Life is composed of the following:— expression of God's will. He knew the workhouse for trying to imitate ful bloomers furnish fresh string would be an important corporation. of course, do not hesitate to sell T. B. Macaulay, F.I.A., F.A.S., Presi- that many who observed the ceremon- the famous sharpshooter. Frischkorn beans of excellent quality for the The assets have increased by \$56,- bonds or other fixed-interest securi- dent and Managing Director; Arthur ial washings were impure and dis-100,000, and now exceed \$400,000,000. ties when they rise to such premiums B. Wood, F.I.A., F.A.S., Vice-Presi- honest in heart, and that what really firing at the hat of George Reynerd. mixed with these for a thicker foli-But the most wonderful of all that the yield is no longer satisfactory; Robert Adair, W. made the market unclean was distinct the not only hit the hat, but also the age.

hardly recomble to generate that are selected with the said, "in order to keep lege career should be called "From New growth. Some of the older wood

Will Never Get Out of Bed."-Head- bleeding. These vines shauld be cut solid antiers every Spring naturalists was that children should reverence present younger generation, which is borne on the wood grown this year.

In the good old days, a man could that the children should be respon- go out and get rousingly drunk, and sible for their parents' support when in the morning when he woke up with say when you showed him my photoage or infirmity came on. But the a splitting headache, he would put his graph?" Fiance—"Nothing; he just Commission as arbitrators. Outcasts in Japan, the "Etas," have Pharisees were accustomed to exempt hand to his forehead and say, "Gosh, pressed my hand in silence." any of his possessions, this oath was he is dead!

FLOWERS and VEGETABLES

grass requires food fully as much as flowers, and the surface must be made level. Too much emphasis cannot be laid on the last point, as an uneven lawn is always unsightly and up is no easy task. Make the whole praticipate on the terms laid down by plot as level as possible by working thoroughly and raking soil into the depressions. This should be done just as soon as possible so that spring wind and do not neglect to seed liber- control. ally. It is also important to secure the best seed possible as one does not want to sow a lot of weeds along with

Screening Buildings.

la garage and chicken house are pro-Write your name and address plain- minent features of a thirty-foot lot. changes have done little to lessen the patterns as you want. Enclose 20c in wild cucumbers, scarlet runner beans, thrift. Elderly people who have stamps or coin (coin preferred; wrap sweet peas, morning glories and sev- sought to make provision for the it carefully) for each number and eral others may be trained by means years when they can no longer work

in sunlight and air.

Bride-tot-be-"What did your friend

PRESS CLIPPINGS

No. 5

One of the first jobs to be carri

A little planning will often result in a beautiful back garden even where man's pipe and similar perennials Turkish Grand Vizier, who, when the may be used but these wil take longer groaning taxpayers can no longer to get established. Sunflowers make stand a levy of ten dollars per head. a good screen for a chicken house lightened the load by substituting for

too. All of the dead canes should be lice that the surest way to raise public money and spread prosperity The period between birth and a col- wel as the spindly ones among the around is not to run the tax rates up should be cut away from the gooseberries and currants. Grapes must "Briton Foresees Generation That be pruned early to avoid excessive line. It will differ radically from the back to a mere skeleton as the fruit Fruit trees should be opened up to let

Pensions for the Aged Saint John Telegraph - Journal (Ind.): Thus far British Columbia is the only province which has carried the plan into effect, but Manitoba is to begin to pay pensions a few months hence, and it is thought Sas-

katchewan and Alberta will soon tollow. Eastern Canada will soon have to decide to embrace the plan or test its power to secure such changes by the Dominion as would lighten the burden upon the older provinces. Along one line or the other the situation calls for action, and the first practical step seems to be that of measuring as accurately as possible the cost to the Maritimes should they

A Word of Warning

Ottawa Journal (Cons.): Because rains and perhaps a frost or two may we have had great harvests, because hasten settling. After a week work water power development and mining and rake level again. This operation and forest production have made us should be repeated at least a couple temporarily well-off, there are too of times, and where it is not neces- many among us who appear to think sary to depend entirely on rain for a that such things must go on indefinite-

moisture supply it should be kept up ly. They are, of course, mistaken. for a month or six weeks. Where Canada has rich resources, and bethere is no hose, however, the lawn cause of these resources must always will have to be sown before the mid- remain, relatively speaking, in a fairdle of May so that the spring rain- ly strong position. But it should not fall will give it a start. After old be forgotten that Canada is in and of bricks, stones and sticks have been the world, and that no matter what removed, all noticeable weed growth her resources and her opportunities destroyed, and when the surface is as may be, she is in the last analysis, delevel as possible the seed may be put pendent in lage measure upon world in. Select a day when there is no conditions which she cannot possibly

Millions for Immigration the grass. If you have a roller this is Winnipeg Tribune (Cons.): (Sir the best implement to use to press the Henry Thornton says that we should seed in the ground. A pounder is the be spending not four million dolars next best and if neither of these two on immigration, but no less than 20 affairs are obtainable rake it lightly. millions, and it should be spent direct-Growth will commence quickly as ly to put men on farms). To all pracgrass prefers cool weather. To hast- tical purposes, our immigration policy en things along a light application of to-day is to let into the country as nitrate of soda every ten days is ad- many men as there are farm jobs for, visable. It is a good plan to put this and no more. As a little sideline, we AN EASILY FASHIONED APRON on just before a rain or even during accept a limited number of trained lawn until it has had a two months in farmers and assisting them to get started, not in hundreds but in thous-

The Tax Upon Thrift

Toronto Globe (Lib.): The Budget

Taxes and Revenues

Manitoba Free Press (Lib.): Mr. Robb has had the happy experience. revenue rise with every decrease in to high levels.

Anglo-American Relations

Ottawa Citizen (Ind. Lib.): When plans are being considered for bringing issues to arbitration, the authorities in Washington and London might profitably give some thought to the existing International Joint Commission between Canada and the United States. It might be a feasible plan to make use of the International Joint

Immigration

in Canada. There is general agreement that the country needs a larger population and should seek to introduce new settlers of the right type from other countries, particularly Great Britain and north-western Europe. It is in regard to methods of procedure that differences arise.

Moonsieurs

Vancouver Province (Ind. Cons.): Another group of eminent French scients have invented a machine to shoot the moon. These devices to invade the moon nearly always originate in France. Why can't the French scientists come down to earth and de something practical, like discovering a quick way to pay off the national debt? The other stuff is all moon-

Canada and the Air

Calgary Herald (Ind. Cons.): Canada is a young country. Her people have the usual characteristic of young lands. They are ambitious, confident. courageous and enterprising. There is a national desire to be up-to-date. We can not claim to be up-to-date !a the field of aviation. We should be making more use of the knowledge and the equipment which science has produced in this realm.



British Peace Effort i Balkans N

Gave List of Maced tators to Bulga Their Arrest Balked

Early in January the eign Office, at the reque of the Council of the I tions, ordered its Mini grade and Sofia to co-o cen the tension between and Bulgaria on acc manoeuvres of the I donian Revolutionary which is fighting for tonomy in Serb and On receiving this orde

on high authority from British Legation at Be took to transmit to the tion a list prepared by Government showing bers of the Macedonian who were suspected of cross from Bulgaria in to commit acts of violer

ice notified the British its Governm ritch, and added that all fied, it would, nevertheld the persons on the lisinto the interior and pul police surveillance.

"This shows," says 1 respondent of The Lond a dispatch dated Jan. 21 tive has been the British of removing the causes of tween Bulgaria and Yung But this is not the end

This list was about to be to the police to attend to not contain the names of suspected persons dwell prison, Hitherto evident lacking against them.

If the list was made ki efforts of the Bulgarian p those named in it, the thorities would themselve that the revolutionists me that it would be obliged t marily with the delinque had been caught in Yugos

from Sofia, the list was in of by the Bulgarian Gove the British Minister the ten to Downing Street couraging all such interve organization is said to h a manifesto to the Lea while exposing the affait claiming protection under fty clauses of the Treaty will again assert its right death for the liberation of

Curling Stones Not Schedules So Sco Won't Pay

London.-The Scotsman Switzerland, does not lose One day recently a ti mountain railway above Li

was held up for ten minul an angry Scot who was pairs of curling stones and of brooms to a bonspiel at ing resort objected to pay! on them. Piles of musty document duced from the station at

of curling stones be found Advice was sought by from stationmasters of other but nobody had ever ever such a thing as a curling official suggested that carri be paid for at least part of ney, but this the Scot just ately refused. "Show me

regulations entitling

charge carriage on curling

I will pay," he retorted an

By this time the passel getting restless, so the si taken from the van and pla platform. While the officials were dering how to get out of the the Scot halled a porter at

precious charges removed

He is now faced, however prospect of having to take to headquarters one at a tir charges are paid.